



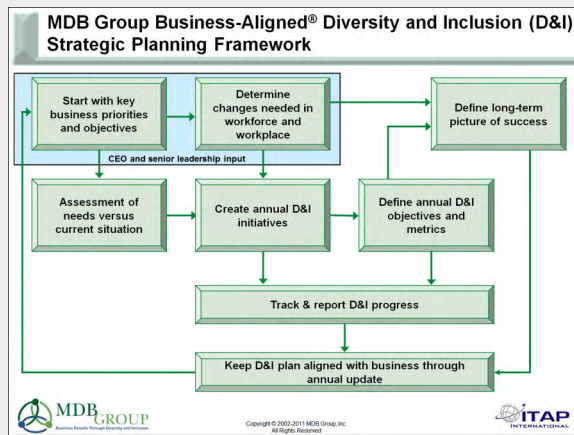
Engaging Your CEO and Senior Leadership in D&I Strategies and Training

In this issue we continue our focus on engaging your CEO and senior leadership in diversity and inclusion by addressing some reader questions about building inclusion.

Let's say you have a 15-minute meeting with your CEO. You want to provide a progress briefing and obtain a full hour for a follow-up session to obtain CEO ownership of and engagement in updating your D&I strategic plan. Which opening line is more likely to succeed:

- a) "Diversity and inclusion are morally important and essential to our business success."
- b) "We have absolutely got to continue growing our business despite the intense competition and the growing diversity and complexity of our markets, business partners, customers, and workforce."

Option b) will catch the attention of your CEO and senior leaders! They tend to be keenly interested in anything that helps grow the business. So you need to speak their language and come across as focused on this too! Apply MDB Group's Business-Aligned® D&I planning to design your conversation. As the figure below shows, start with your CEO's key growth goals and initiatives.



Then apply a workforce and workplace lens to business growth. Determine specific workforce and workplace changes that will help grow the business. Workforce goals are about "who we are" which is about workforce diversity. Workplace goals are about "how we work together" which is about workplace inclusion. In our increasingly diverse and cross-cultural workforce, workplace, and marketplace, intercultural expertise provides the foundation for achieving these goals. For a brief introduction to these methods or an in-depth learning series, visit the MDB Group Media Center at <http://MDBGroup.com/media-center>.

August 2011

Keeping in Touch

Please visit and connect with us on Facebook, LinkedIn, and YouTube.

MDB Group Expansion into Canada



MDB Group is very pleased to announce its expansion into Canada through an exclusive strategic partnership with Toronto, Ontario-based TTI Transculture™ Training International Consulting. As a full-service transculture competence and multicultural workforce diversity management skills training, coaching, and consulting organization, TTI will facilitate the Diversity and Inclusion initiatives of Canadian organizations through MDB Group's proven Business-Aligned® Diversity and Inclusion planning, consulting, and training.



In Canada, contact TTI Transculture™ Training International Consulting's President, Georges Brotman, at (416) 446-1600, gbrotman@tticonsult.com, www.transculturetraining.com.

MDB Group, Inc.
17 Washington Ct.
Livingston, NJ 07039-2118
United States of America
+1 (973) 533-0841 (phone)
info@MDBGroup.com
www.MDBGroup.com